

You can do it!

You can switch down to lower tar

and still get satisfying taste.



9999999999999999

Mr. Sample A. Sample

1234 Sample Street

Sampleville, US 12345-6789

Dear Mr. Sample,

Yes, you can enjoy satisfying flavor in a low-tar cigarette: You've got Merit! Whether you choose Merit, Merit Ultra Lights or Merit Ultima, you'll get genuine smoking enjoyment at every level of low tar.

And now, switching down to Merit isn't only easy, it's free! Redeem this coupon for a free pack. You can't beat the deal. But you bet you can enjoy the flavor!

Yours,
Norma Suter
Norma Suter
Merit

P.S. Don't forget. The coupon is good for a FREE Pack of any style Merit!



You can do it for Free!



1
FREE
Pack
of any style Merit.

MANUFACTURER'S COUPON EXPIRES: 6/30/94

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